

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
November 03, 2010 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Rob Tosner, Chair; Michael Peregón , Vice Chair; Hersh Schwartz;; Kathleen Fitzgerald; Michelle Haynes; Mick Rudd

Members absent: Jim Bakker (excused)

**Staff: Bob Sanborn, Tourism Director; Jackie Kelly, Administrative Assistant –
Tourism Office**

Others: Bart Weisman, Eric Dray, Ann Maguire, Beth O'Rourke

Meeting was called to order at 3pm

1. Public Statements

2. Recap Report of Provincetown Music Festival and Provincetown Jazz Festival

Bart Weisman gave a re-cap of the Provincetown Music Festival, and of the Provincetown Jazz Festival, which is now a non-profit, has new sponsors, including the Cape Cod Chamber of Commerce and Cape Cod Five and has been favorably reviewed by Jazz Times, a publication out of Boston. Bart sees himself as an ambassador for Provincetown, working as he does to promote a new musicians' stage; and by having welcomed a New York City Police Jazz group and a group from New Zealand. People have come from many parts of the US and Canada to attend the event. He notes that people who come enjoy the many aspects of the Town during the day, and then the Jazz Festival at night. The Jazz Festival was able to donate \$2,000 to the New Orleans Musicians' Fund after this year's event. He will be suspending the operation of the Music Festival in 2011 so that he can redouble his efforts on the Jazz Festival, given the fact that he will be able to produce the event in Town Hall, and so that he can make it a three-day event, making it the first three-day Jazz Festival on Cape Cod

3. Provincetown TV- Beth O'Rourke

Beth O'Rourke spoke in her capacity with Provincetown Community Television, which now offers two channels, 17 and 18. The station has 10 producers, and that number will soon grow; they will be putting another studio in the school; have a website with 300 videos available; have embedded the VSB videos which have gotten over 40,000 hits; have digital bulletin boards; and are getting submissions from all over the Cape related to cooking, summer events, our Parades, etc. PTV is trying to cover 10 or 12 major events a year and will be going out into the community to showcase them, rather than doing them from the studio. PTV bought the media equipment for the newly renovated Town Hall, and Beth supervised the design and installation. Beth envisions having a TV in the lobby of this building that they share with the Tourism Office, and one at the Chamber of Commerce. These screens will stream Provincetown informational videos. Beth sees many functions within her purview; local culture, history, emergency preparedness, training of volunteers, training school-kids in media, information for home owners, especially non-resident home-owners, etc. She sees PTV, which has to rely on community support, underwriting or grants, since it cannot place paid ads on the air, as a direct connection with Town aficionados who do not generally choose to view Facebook, Youtube and other social media.

Mick Rudd views PTV as a year-round partner, not as just a one-time event partner, and would like to find a way to fund it in a way similar to the co-op grants given to the Chamber and the PBG.

4. Historical Commission- Eric Dray

Eric spoke about plans to make a poster version of the very popular Historic Walking Tour Maps for public spaces and plans to create an "app" for mobile phones. He hopes to fund this project from reserve funds set aside for the Historic Walking Tour. Eric favors Audissey, a Boston app developer since their new technology crosses all platforms— smartphones and ipods.

Motion: Move to approve \$16,000 from the reserve for the Historic Walking Tour to develop a smart phone app to complement the Historic Walking Tour maps.

Motion: Rob Tosner

Second: Hersh Schwartz

5-0-0

5. Tourism Director's report

- a. Bob said that there were 700 tour buses here this past season, an increase of 12% from last year, which was already a record. Halloween weekend was a record-setting weekend, with not a single room available, and as David Guertin

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had recently told Bob, was a record for off-season water usage. He noted that the recent electoral victories for our local politicians Sarah Peake and Dan Wolfe were good for the Town, and for Tourism.

A. Approval of media placements, brochures, trade shows

B. VSB Administration

- a. Bob told the board that Julian Popko who builds the lobster trap holiday “tree” in Lopes Square every year, will deliver a lobster trap to any business or home that wants to decorate one for the holidays. Nick of the PBG is promoting holiday decorations by announcing a contest.

Motion: Move to approve \$100 for the winner of the best decorated lobster trap, as determined by the PBG during Holly Folly.

Motion: Michael Peregón Second: Rob Tosner 5-0-0(Mick Rudd not available for vote)

6. Approval of Five Year Plan

Bob presented the final draft of the Five Year Plan, which included the VSB’s recommendations from previous meetings.

Motion: Move to approve the VSB’s Five Year Plan 2012 to 2016, to be presented to the BoS.

Motion: Rob Tosner Second: Mike Peregón 5-0-0 (Mick Rudd not available for vote)

The joint meeting with the BoS will be on November 22, 2010 at Town Hall.

7. Approval of Minutes

8. Old Business

9. New Business

Meeting was adjourned at 5:00 pm

Respectfully submitted,

Jackie Kelly

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